



Welcome to White Wave



- Silk Soymilk:
 - #1 selling soymilk in N. America – 61% dollar share
 - Refrigerated Share 86.2%
 - 9 million homes consume Silk
 - 96% of the supermarkets sell Silk
 - 2.0% of total fluid dairy market in US (retail dollars); +6% in some markets
 - 40,000 cows retired to India

Breezing through White Wave



What did we do ???

- 100 % of Supply Chain for Silk powered by Wind
 - Bean de-hulling
 - Soymilk base extraction
 - Blending / Processing / Packaging
 - Refrigerated Warehousing
- How Much ???
 - 2004 – plan 20,000 MWM (22,000 MHW act)
 - 2005 – 25,000 MWH
 - 2006 – 29,000 MWH

Stay True !!!



Why did we do it ???

- Our Mission
 - Change the way people eat...
 - Social responsibility
 - Environmental sustainability
- Green is more profitable !!!
 - Prove that green and sustainable is more profitable than traditional !!!
 - Wind energy – phase 1
- Increase Brand Awareness & Equity

Brand Building



Spreading the word

- Communication Strategy
 - Tell consumer what and why
 - Tell the story our way
 - The breakfast table is a wonderful place
- The vehicle to our consumer – Silk Carton
 - Refrigerated & Shelf Stable Silk
 - Engage & encourage consumers
 - 25 million impression to date
 - 9 million breakfast tables...

Brand Building

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to work. We've electricity used to our White Wave soy you know-- the kind up and your

a little breeze. The purchasing will house gasses from purchase has the emissions of than 4,400 acres

es and ety of sources droelectric power. make that power ergy. Every time e or crank the air drain energy from choice of what kind pool-- we just nes through the e way to choose put back into the ure that only y goes back into at we take from commitment, we ryone!

we use today



More spreading the word

- Website
 - Told sorry on website
 - Provided links for consumer action
- Results – Hits per site (Apr – Sept):
 - White Wave – 7849 hits
 - Bonneville Environmental – 249 hits
 - Green-e – 303 hits
 - Renewable Choice - ?? hits
- Who signed-up ???

Brand Building

Food maker sets sail win

By Jim Johnson

BOULDER, CO. — America's largest soy food manufacturer is becoming the nation's largest company dependent on wind power.

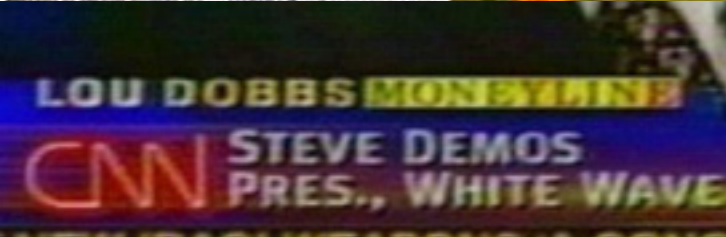
White Wave Inc., a subsidiary of Dunn Foods Co., expects to save approximately 22 million pounds of carbon dioxide emissions each year by switching to energy created by wind.

That is equivalent to the amount of carbon dioxide cre-

hundred thousand dollars per year by electing to go with wind power, but the price of its soy products will not increase.

"We believe this initiative is partial fulfillment of our corporate responsibility to return to the marketplace a portion of the profits we derive to meaningful and environmentally sustainable business practices," Demos said.

Kurt Johnson, director of the U.S. Environmental Protection Agency's Green Power



White Wave lifted

By Kausalya Satharishi

For the Camera

White Wave wants to ride with the wind.

The Boulder-based maker of Silk soy milk announced Wednesday that it has purchased 20 million kilowatt hours of wind power credits to meet its manufacturing and operations needs.

"We hope that the example White Wave power will be followed by other companies," said Steve Demos, founder and president of the soy foods company.

Kurt Johnson, director of the U.S. Environmental Protection Agency's Green Power

sustain a highly profitable business," said Steve Demos, founder and president of the soy foods company.

White Wave plans to use

mos said.

Wind energy, which is about 3 to 5 cents per hour, is cited as one of the most cost-effective re-

Even more spreading the word

- Print Media
 - 63 print placements
 - Estimated readers – 6 mil
- Television
 - Lou Dobbs Money Line
 - CNN Headline News
 - Estimated 0.6 mil viewers
- Ad equivalency ???



Not just blowing hot air



Finding the next White Wave

- Marketing Wind...
 - Brand / Mission fulfilling
 - Not COG – it is Marketing
- Selling Wind – Make it easy
 - Internal selling (help your champion)
 - Price, Contract & Terms
- After the Sale
 - Maximize Purchase (spread the word)
 - Marketing “extended” purchases

